

CONTRACT

WUAB
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Midwest Communications
49 South grant Avenue
Columbus, OH 43215

Contract / Revision 817641 /		Alt Order #
Product Early TV Buy General Election, 2012		
Contract Dates 09/10/12 - 09/16/12		Estimate # 391
Advertiser Republican Senate Campaign Committee		Original Date / Revision 09/06/12 / 09/06/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WUAB	Account Executive House WOIO/WUAB	Sales Office Cleveland Local
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WUAB	09/10/12	09/16/12	Late News M-Su	10-11p		:30			NM	7	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	MTWTFSS				7	\$200.00			
N 2	WUAB	09/10/12	09/14/12	M-F 19 Action News at 7a	7-8a		:30			NM	5	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	MTWTF--				5	\$45.00			
N 3	WUAB	09/10/12	09/14/12	M-F 730-8p	730-8p		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	MTWTF--				3	\$375.00			
N 4	WUAB	09/10/12	09/14/12	M-F 11-1130p	11p-1130p		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	MTWTF--				3	\$150.00			
N 5	WUAB	09/15/12	09/15/12	Sa 7-8p	7-8p		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	-----S-				1	\$175.00			
N 6	WUAB	09/15/12	09/15/12	Sat Prime	8-10p		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	-----S-				1	\$75.00			
N 7	WUAB	09/16/12	09/16/12	Su 3-4p	3-4p		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	-----S				1	\$50.00			
N 8	WUAB	09/16/12	09/16/12	Su 4-5p	4-5p		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	-----S				1	\$75.00			
N 9	WUAB	09/16/12	09/16/12	Su 5-6p	5-6p		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	-----S				1	\$75.00			
N 10	WUAB	09/16/12	09/16/12	Su 6-7P	6-7p		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	-----S				1	\$100.00			
N 11	WUAB	09/16/12	09/16/12	Su 7-8p	7-8p		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



WUAB
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

Contract / Revision	Alt Order #
817641 /	

Contract Dates	Product	Estimate #
09/10/12 - 09/16/12	Early TV Buy General El	391

Advertiser	Original Date / Revision
Republican Senate Camp	09/06/12 / 09/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		09/10/12	09/16/12	-----S				1	\$100.00																													
N 12	WUAB	09/16/12	09/16/12	Sun Prime	8-10p		:30			NM	1	\$150.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		09/10/12	09/16/12	-----S				1	\$150.00																													
Totals											26	\$4,000.00																										

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/16/12	26	\$4,000.00	\$3,400.00
Totals	26	\$4,000.00	\$3,400.00

Signature: _____ **Date:** _____

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817641

Client: Republican Senate Campaign Committee, 2012 **Station Order**
 Product:
 Campaign: Early TV Buy General Elect, 2012

Midwest Communications & Media
 7720 Benson Road
 Carroll, OH 43112
 614/440-4449

DM
 9/16

Rev #: 0
 Flight From: 09/10/2012 to 10/21/2012

Estimate No.:
 Contract No.:
 Job No.:

Buyer Name: Bob Clegg
 Sweeps: Share Nov 2010 -> HUT/PUT Nov 10

Market: CLEVELAND-AKRON (CANTON)
 Station: WUAB
 Station Contact: Renee Morley

Actg. Order No.: 391
 WS Order No.: 10511
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross Rate/ Total	Sep 10	Total Spots	DMA HH (R)	DMA P 35+ (R)	DMA P 25-54 (R)
1	MTWTFSS 10:00P-11:00P	LN	10 OCLOCK NEWS	\$200.00 \$1,400.00	7	7	2.1 \$95.24	1.7 \$117.65	1.1 \$181.82
2	MTWTF-- 07:00A-08:00A	EM	ACTION NEWS	\$45.00 \$225.00	5	5	0.1 \$450.00	0.1 \$450.00	0.0
3	MTWTF-- 07:30P-08:00P	PA	2 1/2 MEN	\$375.00 \$1,125.00	3	3	3.9 \$96.15	3.0 \$125.00	2.4 \$156.25
4	MTWTF-- 11:00P-11:30P	LF	30 ROCK	\$150.00 \$450.00	3	3	1.5 \$100.00	0.9 \$166.67	1.2 \$125.00
5	---S- 07:00P-08:00P	WE	2 1/2 MEN	\$175.00 \$175.00	1	1	2.5 \$70.00	2.0 \$87.50	1.7 \$102.94
6	----S- 08:00P-10:00P	PT	8 O'CLOCK MOVI	\$75.00 \$75.00	1	1	0.9 \$83.33	0.8 \$93.75	0.7 \$107.14
7	---S 03:00P-04:00P	WE	COLD SQUAD	\$50.00 \$50.00	1	1	0.8 \$62.50	0.6 \$83.33	0.3 \$166.67
8	---S 04:00P-05:00P	WE	WITHOUT TRACE	\$75.00 \$75.00	1	1	1.1 \$68.18	0.9 \$83.33	0.5 \$150.00
9	---S 05:00P-06:00P	WE	THE CLOSER	\$75.00 \$75.00	1	1	1.4 \$53.57	1.1 \$68.18	0.6 \$125.00
10	---S 06:00P-07:00P	WE	THE CLOSER	\$100.00 \$100.00	1	1	1.3 \$76.92	1.1 \$90.91	0.5 \$200.00
11	---S 07:00P-08:00P	WE	COLD CASE	\$100.00 \$100.00	1	1	1.3 \$76.92	1.1 \$90.91	0.5 \$200.00
12	---S 08:00P-10:00P	PT	LAW & ORDER	\$150.00 \$150.00	1	1	1.6 \$93.75	1.3 \$115.38	0.9 \$166.67
				\$4,000.00	26	26			

42.3

Monthly Totals				
Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Sep	26	42.3	\$4,000.00	\$94.56
	26	42.3	\$4,000.00	\$94.56

Comments

Campaign Remarks:
 Paid for by:

RSCC

By: _____